Certificate in Leadership in Enrollment Management Webinar

Jerome A. Lucido
Why get professional education in enrollment management?

• Profession is growing in scope and influence
• A body of knowledge has emerged
• An expanding set of skills is needed
• The field is increasingly complex and an overarching and synthesizing view of enrollment management and other campus entities is critical
Why should I direct myself toward leadership?

- More senior level positions are emerging
- A new generation of leaders is needed
- The national attainment agenda places new pressures on completion
- Enrollment leaders are the translators of mission to the public and of public sentiments to the campus
Why do intensive certificate preparation?

- Episodic and chance preparation is narrow and unfocused
- On the job learning can be limited based upon your role
- Presidents and provosts are expecting leaders with the knowledge and the skills to navigate enrollment through changing times
What are the unique benefits of the USC Program?

• Nationally known and highly skilled faculty
• A curriculum that is fast-paced and comprehensive
• A national network of peers and leaders
• An achievable and enjoyable program for busy professionals with the flexibility to meet your schedule
Admissions and who is best suited for the program?

- Applications are online and application period is now open.
- An application and a recommendation from an enrollment leader, preferably a supervisor in the work setting, are required.
- Current enrollment leaders who wish to expand their knowledge, skill, and network.
- Aspiring directors in admissions, financial aid, registration and records, institutional research, and related areas.
- Emerging leaders in mid-level enrollment positions and offices.
What is the time commitment and what does it cost?

• Our students find that, on average, they will spend five hours per week in the program
• The program runs for 30 weeks, with three distinct sessions
• Program cost is $10,000 plus a small amount for materials (no more than $200)
• There is a $500 deposit that is credited in its entirety to the program cost
Tips for completing and funding the program

• Many colleges and universities will fund all or part of the tuition
• Optional three step payment plan that runs over the course of the program
• One conference can cost over $2500, and a week-long institute can be up to $5,000. Master’s programs can cost over $50,000. The comprehensive program delivers a great deal for the tuition
• Time management is the key to a satisfying learning experience and program completion
• Staying networked with fellow program participants drives you along
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